



2015 CONTRACTS FOR CULTURAL & ARTS SERVICES

Application Workshop

Application Deadline: June 27, 2014 at 5:30 p.m.

WORKSHOP AGENDA

- ▶ Department of Cultural Affairs & Cultural Affairs Commission Overview
 - ▶ Contracts for Cultural & Arts Services
 - ▶ Funding Programs
 - ▶ Application Instructions
 - ▶ Questions
- 

DEPARTMENT OF CULTURAL AFFAIRS

Mission:

To nurture excellence and diversity to improve the social fabric and quality of life for Savannah's citizens, regardless of income, education, disabilities, or ethnicity. The

Department of Cultural Affairs will provide leadership in fostering programs that educate and expose citizens to a rich and diverse range of cultural expressions and strive to support artistic programs that celebrate creativity, create economic growth, and enhance Savannah's reputation as a cultural destination.



DEPARTMENT OF CULTURAL AFFAIRS

- ▶ Programs & Services:
 - ▶ Contracts for Cultural & Arts Services Program
 - ▶ Arts Education/Classes
 - ▶ Gallery Exhibitions
 - ▶ Summer/Spring Youth Art Camps
 - ▶ Marketing & Technical Assistance



CULTURAL AFFAIRS COMMISSION

Mission:

To foster innovative programming and services as a means of increasing the diversity and the quality of available cultural and artistic offerings, of raising the community's awareness of the benefits gained from such programs, and of ensuring that the arts are used to enrich the quality of life within the City of Savannah.



CULTURAL AFFAIRS COMMISSION

- ▶ 18 volunteer members, appointed by the Mayor & Aldermen
- ▶ Recommends funding levels for organizations
- ▶ Reviews programming
- ▶ Makes recommendations to place arts in all sectors of Savannah's community and initiatives



CONTRACTS FOR CULTURAL & ARTS SERVICES

2015 CHANGES

- ▶ Programs
- ▶ Matching Requirements
- ▶ Criteria Weights
- ▶ Application Deadline
- ▶ No separate Marketing Plan
- ▶ Budget Breakdown



OVERVIEW

- ▶ City's investment in cultural and arts services from non-profits or universities
 - ▶ Two funding programs
 - ▶ Core Investment Program
 - ▶ Cultural Project Investment Program
 - ▶ In 2014, City invested \$714,800 in 17 programs from 15 organizations
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FUNDING PRIORITIES

- ▶ 2015 Funding Priorities
 - ▶ Diversity
 - ▶ Accessibility of the Arts
 - ▶ Collaborative Relationships
- ▶ Expansion and Promotion of the following:
 - ▶ Youth Programming
 - ▶ Entrepreneurial Arts Education
 - ▶ Creative Arts & Technology
 - ▶ Dance/Creative Movement

MINIMUM REQUIREMENTS

- ▶ 501(c)3 Non-Profit Organization
- ▶ Incorporated in State of Georgia
- ▶ Headquartered in City of Savannah
- ▶ Programming must occur between Jan. 1, 2015 - Dec. 31, 2015
- ▶ Independent, functioning Board of Directors
- ▶ Ongoing Fiscal Responsibility & Oversight
- ▶ Proof of Insurance
- ▶ Successful completion of past contractual requirements
- ▶ Colleges or Universities
 - ▶ 50% non-student/non-faculty audience
 - ▶ Programming not part of curriculum requirements

FUNDING LIMITATIONS

▶ Core Investment Applicants

- ▶ May request up to 25% of organization cash expenses or \$125,000, whichever is less

▶ Cultural Project Applicants

- ▶ May request up to 50% of organization cash expenses or \$125,000, whichever is less
- ▶ Minimum request is \$5,000
- ▶ Internal & Outside Administrative costs cannot exceed 15% of program expenses
- ▶ Applicants that own facilities cannot attribute space rental costs to City

▶ First Time Application

- ▶ Maximum request is \$7,500

MATCHING REQUIREMENT

- ▶ All funding requests require a 1:1 match
- ▶ Match can be a combination of cash and in-kind contributions; however, 75% must be cash
- ▶ Example:
 - ▶ Organization is eligible to request \$40,000
 - ▶ Application must show match of at least \$40,000 from other revenue sources, bringing total project cost to \$80,000
 - ▶ Of this match, \$30,000 must be in cash ($\$40,000 \times .75$)

INELIGIBLE ACTIVITIES

▶ The City of Savannah will not fund:

- ▶ Private, for-profit organizations
- ▶ Organizations that cannot provide evidence of their 501 (c) 3 status or that of their fiscal agent.
- ▶ Organizations that cannot provide financial statements.
- ▶ Organizations headquartered outside of the corporate limits of Savannah
- ▶ Organizations that have failed to comply with contractual requirements within the last two years
- ▶ Programs that are closed to the general public or that restrict access on the basis of race, color, national origin, disability, age, or gender
- ▶ Programs that are essentially rehabilitative or recreational
- ▶ Curriculum based programs within academic teaching institutions (except in partnership with community based organizations who are the applicants)
- ▶ Re-granting programs
- ▶ Applications for Individual artists
- ▶ Deficit reduction/elimination
- ▶ Cash reserves for additions to endowments or fundraisers
- ▶ Capital expenditures (purchase, construction, renovation of buildings)
- ▶ The purchase of real property

APPLICATION PROCESS

Apr.

- Call for Proposals

May

- Application Workshops

June

- Proposals submitted & reviewed by DCA

July

- Review Panel evaluates proposals

Aug

- Review Panel deliberates

Fall

- Recommendations presented to Mayor and Council

Dec

- Applicants Notified

FUNDING PROGRAMS

PROGRAM COMPARISON

Core Investment	Cultural Project Investment
Funding for all activities produced except fundraisers	Funding for specific project
Request up to 25% of org. expenses	Request up to 50% of org. expenses
Open to arts organizations only (non-profit, part of college/university)	Open to: <ul style="list-style-type: none">• Non-profits (including arts orgs.)• Colleges/Universities• Libraries

CORE INVESTMENT PROGRAM

- ▶ Purpose is to invest in the artistic mission of thriving established arts organizations that:
 - ▶ Demonstrate artistic and administrative excellence and provide high quality arts services,
 - ▶ Provide expansive community outreach
 - ▶ Produce activities that promote Savannah as a cultural destination
- ▶ Funding Requirements
 - ▶ Must meet all minimum requirements
 - ▶ Actual unrestricted cash expenses of at least \$500,000 each year for the last two completed fiscal years
 - ▶ At least 75% of total budget derived from non-city contributed and earned income
 - ▶ Must receive approval from DCA before applying


CORE INVESTMENT PROGRAM

▶ Program Requirements

- ▶ Three year history of initiating, producing, and/or presenting arts programming/services that are open to the public
- ▶ Must offer a significant number of free activities on a regular basis that are accessible to Savannah residents and visitors
- ▶ Must have a professional administrative and artistic staff employed by the organization including a full-time executive director
- ▶ Evidence of organization's significant continuing contribution to the artistic, economic and cultural life in the city of Savannah
- ▶ Evidence of a robust marketing campaign that increases Savannah's reputation as a cultural destination
- ▶ Exhibit a consistently high level of artistic excellence in all presented programs & services

CORE INVESTMENT PROGRAM

► DCA Expectations

- Participate as partners with the City of Savannah to further the goals of the City and Cultural Affairs Commission;
 - Increase the city's competitive position through activities that create greater encouragement, promotion and appreciation of the importance of the arts and culture, and foster an awareness of their artistic, economic, cultural, and social relevance;
 - Present annual programming of a high artistic quality and cultural experiences accessible and marketed broadly to citizens, and tourists;
 - Set standards as well as adhere to the strictest of professionally accepted practices;
 - Provide leadership to artists and smaller organizations in their fields; and
 - Foster collaborations and partnerships between themselves and other arts organizations, as well as business and community leaders
- 

CORE - REVIEW CRITERIA (20 POINTS EACH)

- ▶ Artistic Quality
- ▶ Organizational & Financial Stability
- ▶ Audience Development/Accessibility
- ▶ Community, Economic, and Cultural Impact
- ▶ Application/Budget Preparation
- ▶ Page 15 in Guidelines




CULTURAL PROJECTS INVESTMENT PROGRAM

- ▶ Purpose is to invest in projects produced by small to mid-sized budget organizations that:
 - ▶ Provide innovative arts services that increase access to cultural and creative experiences
 - ▶ Support and facilitate skill development
 - ▶ Inform the public about entrepreneurial avenues in the cultural sector, and nurture the local creative industry
 - ▶ Examples: Performances, Classes, Residencies, Exhibits, Demonstrations, Festivals
- ▶ Funding Requirements
 - ▶ Must meet all minimum requirements
 - ▶ At least 50% of total budget derived from non-city contributed and earned income

CULTURAL PROJECTS INVESTMENT PROGRAM

▶ Program Requirements

- ▶ One year history of initiating, producing, and/or presenting arts programming/services that are open to the public
 - ▶ Services purchased by the City of Savannah must be free of admission charges and open to the public
 - ▶ Evidence of organization's significant continuing contribution to the artistic, economic and cultural life in the city of Savannah
 - ▶ Evidence of an inclusive marketing strategy that provides for reaching the target audience
 - ▶ Exhibit a consistently high level of artistic excellence in all presented programs & services
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CULTURAL PROJECTS – REVIEW CRITERIA

20 POINTS EACH

- ▶ Artistic Quality & Program Design
- ▶ Audience Development/Accessibility
- ▶ Cultural, Social, & Economic Impact
- ▶ Organizational & Financial Stability
- ▶ Application/Budget Preparation
- ▶ Page 16 in Guidelines



AUDIENCE DEVELOPMENT/ACCESSIBILITY

- ▶ Reaching residents outside of Downtown area
- ▶ Free activities/events
- ▶ Aldermanic District Map and List of Neighborhoods
 - ▶ Expansion of programs and/or marketing efforts



GOALS, OUTCOMES, & EVALUATION

- ▶ Clearly defined measurable goals, outcomes, and indicators
- ▶ Evaluation
 - ▶ Data collection (ex. Surveys, Interviews, Pre/Post Tests, etc.)
- ▶ Resources: www.gaarts.org → Resources → Publications



EXAMPLE

Goal:

We want to reach the youth of Savannah & make them feel good about themselves

Outcomes:

- Host workshops
- Engage Youth

Indicator:

- Youth are proud of their work and feel better about themselves

Goal:

To reach 200 youth in West Savannah and increase their self esteem through participation in 2 quality arts programs

Outcomes:

- Host workshops with parents in at least 5 West Savannah Neighborhoods
- Engage at least 200 youth in 2 arts programs

Indicator:

- At least 60% of youth are proud of their work and feel better about themselves

APPLICATION INSTRUCTIONS

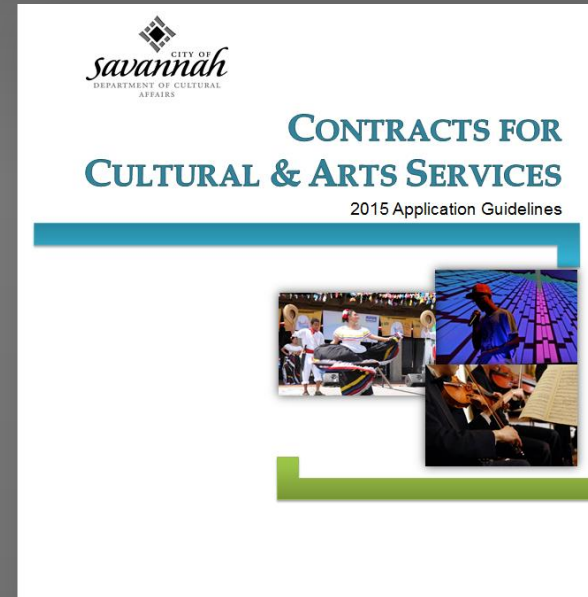
APPLICATION GUIDELINES

▶ General Guidelines

- ▶ Same application for all orgs.
- ▶ Orgs. may submit only ONE application
- ▶ Applications must be typed
- ▶ Application review by DCA Staff
 - ▶ New Applicants – May 26-June 6
 - ▶ Existing – No later than June 6

▶ Technical Requirements

- ▶ Adobe Reader X or higher
- ▶ Windows or Mac OS
- ▶ **Note – Forms are NOT compatible with iPads or Android tablets and must be opened in Internet Explorer**



Visit www.savannahga.gov/arts for
2015 Guidelines & Documents

PROPOSAL COMPONENTS

▶ Application (PDF)


- ▶ Proposal Information
- ▶ Organization Information
- ▶ Organization Budget History
- ▶ DCA Funding History
- ▶ Demographics
- ▶ Estimated Outcomes
- ▶ Operating Budget
 - ▶ Explanation
 - ▶ Itemization
- ▶ Assurances & Certification
- ▶ Application Checklist

▶ Narrative (PDF template)

▶ Support Materials

- ▶ Artistic Documentation
- ▶ Organization Documentation

APPLICATION



2015 CULTURAL & ARTS SERVICES
FUNDING APPLICATION

Core Investment Program
&
Cultural Project Investment Program

9 West Henry Street
Savannah, GA 31401
Phone: 912-651-8417
Fax: 912-651-3877

Section 1: PROPOSAL INFORMATION

Organization Name:

Funding Program: User must select the correct option in order for the correct budget to show.

Project/Program Title:

Total # of Services: Start Date: End Date:

Amount Requested: In-Kind Donation - \$ value

Project/Program Summary

Organization's Budget Size

☐ Below \$50,000 ☐ \$50,001 - \$75,000 ☐ \$75,001 - \$100,000
☐ \$100,001 - \$250,000 ☐ \$250,001 - \$500,000 ☐ Excess of \$500,000

Primary Artistic Discipline

☐ Multidisciplinary ☐ Literature ☐ Film/Media Arts ☐ Dance
☐ Visual Arts ☐ Opera/Musical Theatre ☐ Theatre/Performance Art ☐ Music

2015 Core Investment Program Narrative

Organization Name: Program/Project:

1. Artistic Quality (20 Points)

2. Organizational & Financial Stability (20 Points)

3. Community, Economic, & Cultural Impact (20 Points)

4. Audience Development & Accessibility (20 Points)

NARRATIVE

2015 Cultural Project Investment Program Narrative

Organization Name: Program/Project:

1. Artistic Quality (20 Points)

2. Cultural, Social, & Economic Impact (20 Points)

3. Audience Development & Accessibility (20 Points)

4. Organizational & Financial Stability (20 Points)

NARRATIVE RESPONSES

- ▶ **VERY IMPORTANT**
- ▶ Specific to funding program
- ▶ Focus on 2015 programming
- ▶ Enter responses on form provided by DCA
- ▶ Page limit – 6 pages singled sided on 8 ½ x 11 paper
- ▶ Refer to Guidelines for narrative questions (pages 21 & 22)

APPLICATION SECTIONS

▶ Section I: Proposal Information

- ▶ Provide general information about the project/program(s)
 - ▶ **Funding Program—Must select correct program in order for necessary budget(s) to show**
- ▶ Project/Program Summary—Limited to space provided. Provide clear and concise description of the project/program(s)
- ▶ In-Kind Donation—Provide the value a donated goods, services, and/or expertise
- ▶ Organization Budget Size— Indicate Organization's Cash Operating Budget Size
- ▶ Primary Artistic Discipline—Select the discipline that project most closely aligns with

APPLICATION SECTIONS CONT.

- ▶ Section 2: Organization Information
 - ▶ Provide general information about organization
- ▶ Section 3: Organization Budget History
 - ▶ Provide organization financial information
 - ▶ Operational Deficit—Unrestricted Revenues – Expenditures
 - ▶ 2011 & 2012 should match what is in completed financial statement
 - ▶ 2013-2015 figures should match what is shown in Organization Budget
- ▶ Section 4: DCA Funding History
 - ▶ Provide last five years of DCA funding if applicable

APPLICATION SECTIONS CONT.

- ▶ Section 5: Demographics

- ▶ Attendance Figures

- ▶ Estimated Audience, Participating Artists, and Participating Tech/Prod. calculates automatically
 - ▶ City of Savannah Residents
 - ▶ Chatham County Residents (don't include City of Savannah residents)
 - ▶ Number of Tourists (anywhere outside of Chatham County)

- ▶ Age & Audience Ethnicity Demographics

- ▶ Totals should match Estimated Audience figure

- ▶ Organization Ethnicity Demographics

- ▶ Demographic diversity of paid and unpaid staff (should match board list)
- 

APPLICATION SECTIONS CONT.

▶ Section 6: Estimated Outcomes

- ▶ Enter the number and dollars for the outcomes that apply
- ▶ If you aren't currently tracking and it doesn't apply, leave blank

▶ Section 7: Operating Budget, Explanation, & Itemization

- ▶ Organization Revenues & Expenses 2013-2015 (all applicants)
- ▶ Project Revenues & Expenses (Cultural Project Investment Applicants only)
- ▶ Provide explanation for major changes from 2014 to 2015 and a plan of deficit reduction if a deficit is shown in Section 3
- ▶ Breakdown asterisked line items only
- ▶ In-kind breakdown optional, unless being applied towards match

INELIGIBLE EXPENSES

- ▶ Ineligible Project Costs including but not limited to:
 - ▶ Payments to employees of the City of Savannah
 - ▶ Cost of entertaining (receptions, food, beverages)
 - ▶ Scholarships, purchase of plaques/awards, cash prizes
 - ▶ Political contributions
 - ▶ Expenses related to out of City limit activities

APPLICATION SECTIONS CONT.

Project Expense Budget
(Cultural Project Investment Applicants only)



APPLICATION SECTIONS CONT.

15% Administrative Cap Calculation (Cultural Project Investment Applicants Only)



APPLICATION SECTIONS CONT.

- ▶ Section 8: Assurances & Certification
 - ▶ Must be reviewed and signed by an Authorized Official and Board Chair
- ▶ Section 9: Application Checklist
 - ▶ Application Form
 - ▶ Attachment 1: Narrative
 - ▶ Attachment 2: Board List
 - ▶ Attachment 3: Proof of Tax Exempt Status
 - ▶ Attachment 4: Certification of Incorporation in GA
 - ▶ Attachment 5: Mission Statement & By Laws
 - ▶ Attachment 6: IRS 990 Tax Form
 - ▶ Attachment 7: Income/Expense Statement (Operating Budget <\$300K)
 - ▶ Attachment 8 Certified Bound Audit (Operating Budget >\$300K)
 - ▶ Attachment 9 Artistic Support Materials

PROPOSAL PACKAGING

► Submit

- One signed, single-sided, unstapled original proposal
- One double-sided, unstapled copy
- One set of Support Materials
- On white paper
- Email and hand-delivery

Envelope #1 (Original)	Envelope #2 (Copy 1)	Envelope #3 (Artistic Support Materials)
Application Form Attachments 1-8	Application Form Attachments 1-8	Attachment 9


DEADLINE: JUNE 27, 2014 at 5:30 P.M.

CONTRACT REQUIREMENTS

- ▶ Required Documentation
- ▶ Agreements
- ▶ Disbursements
- ▶ On Site Visits
- ▶ Reporting Requirements
- ▶ Crediting the City for its Investment



GENERAL TIPS

- ▶ READ THE GUIDELINES
 - ▶ Be clear—assume that the panelists do not know your organization
 - ▶ Be specific—include the details on who, what, where, why, and how
 - ▶ Look at the checklist at the end of the application make sure all required items are included
 - ▶ Be brief and to the point—panelists have a lot to read
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TECHNICAL ASSISTANCE/RESOURCES

- ▶ Department of Cultural Affairs

- ▶ www.savannahga.gov/arts
- ▶ 912-651-6417

- ▶ Staff Contact

- ▶ Crystal Northcutt, Contract Coordinator
cnorthcutt@savannahga.gov
- ▶ Eileen Baker, Director
ebaker@savannahga.gov